



**PERSATUAN KEBAJIKAN IVORY,  
PULAU PINANG** (1685-06-PPG)

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**FOR IMMEDIATE RELEASE**

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**IVORYCARES GIVES GIFT OF READING TO NEEDY CHILDREN**

GEORGE TOWN: More than 50 children looked forward to exciting reading adventures when they received books collected in a book donation drive organised by Ivorycares, the charitable arm of Ivory Properties Group Berhad.

The initiative called A Library of Hope was carried out in collaboration with the Penang Press Club. Held in conjunction with World Book Day which falls on April 23, it benefits children from the House of Hope, St Joseph's Home and Penang Shan Children's Home.

Ivorycares president Datuk Ooi Chin Loo said the initiative was a success made possible through the generosity of the public and employees of Ivory Properties who contributed books and educational materials to the children.

"Reading helps to develop children's literacy skills and as such, the underprivileged children too should have access to good books. The ability to read and write well is important for their future success."

"We hope this initiative will inspire and encourage the children to read more, gain knowledge and achieve academic excellence," he said during the books presentation ceremony at Ivorycares' Book Appreciation event at the Marrybrown outlet at The Latitude in Mount Erskine on Saturday, April 23.

He added that it was the first time the company had embarked on such a programme to inculcate the reading habit among young Malaysians, and they planned to implement more similar programmes in future.

He also thanked and expressed appreciation to the Penang Press Club for their cooperation and support in making this meaningful programme a success.

The activities held at the Book Appreciation event included games, balloon giveaways, a mascot appearance and a storytelling session. The children received goodie bags and were treated to Marrybrown meals.

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